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HERE'S LOOKING AT YOU, KID**YOUNG GUESTS CHECK-IN FOR A GRANDE LAKES ORLANDO EXPERIENCE
AT THE RITZ-CARLTON AND JW MARRIOTT**

Orlando, FL -- These days, kids programs are nothing new. Every resort worthy of the name is targeting the family market with organized activities designed to keep little Johnny and Suzie occupied. So what does the new Grande Lakes Orlando offer that is so different? An enjoyable environment and respect for kids' needs.

"It all boils down to treating the kids with the same respect as the parents, while providing a fun hotel experience," explains Marc Hoffman, vice president and managing director of the new resort destination, which features The Ritz-Carlton Orlando and JW Marriott Orlando. "Every kids' program we reviewed tells the participant what he or she is going to do. Thursday, it's arts & crafts. That's it, take it or leave it. At Grande Lakes Orlando, we have the scale, variety of attractions and the will to change that. We are saying to our younger guests, 'this is your vacation as well.'"

Hoffman's plan is much more than mere marketing rhetoric. It starts the moment the reservation is made, when child guests are encouraged to log on to a dedicated part of the Grande Lakes web site which gives them information on kids activities at Grande Lakes and information on theme park and other Orlando entertainment sites. From attending a Ritz-Carlton "golf-etiquette" lesson, to playing tennis, from dive-in movies to nature walks, young guests can choose how they want to spend their Grande Lakes Orlando vacation.

Upon arrival at The Ritz-Carlton Orlando, there is a separate check-in desk in the lobby, where kids discuss their options and receive their own welcome amenity. Young guests will find specially appointed kids suites, with the amenities, furniture and toys like those in their own

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room at home. Both hotels have a library of books and videos, and a full child's menu that can be ordered via room service and in the restaurants. The dining experience is taken a step further with the children's buffet served early during holiday periods.

Around the resort, the young guests discover many facilities designed purposefully with them in mind. Top of mind is the JW Marriott's 24,000 square-foot, winding lazy river pool, which holds 672,000 gallons of water. Outdoor play areas and dive-in movie pool parties are also available at both hotels and families can enjoy croquet, volleyball, and ride around the immense resort on bikes.

All this is in addition to the wonders of the Orlando area that together represent the greatest concentration of thrilling attractions anywhere on earth. Grande Lakes is located 15 minutes from the Orlando International Airport, five minutes from the Orange County Convention Center and minutes from the major theme parks. In addition to a 584-room Ritz-Carlton and 1,000-room JW Marriott, the 500-acre Grande Lakes Orlando estate has an 18-hole Greg Norman designed championship golf course and a 40,000 square foot spa, both managed by The Ritz-Carlton.

For reservations, call: The Ritz-Carlton Orlando at 1-800-576-5760/ JW Marriott Orlando at 1-800-576-5750. For more information about Grande Lakes Orlando, visit www.grandelakes.com.

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The Ritz-Carlton Hotel Company, L.L.C, a winner of the Malcolm Baldrige National Quality Award in 1992 and 1999, operates 57 luxury hotels throughout the world. For information or reservations, call (800) 241-3333 or visit www.ritzcarlton.com

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